



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Tuesday, January 21, 2014

Meeting Location: MCS – Harbor Business Source Center
455 W. 6th Street
San Pedro, CA 90731

1. CALL TO ORDER – Camilla Townsend, Co-Chair **9:59 AM**
Jayme Wilson, Co-Chair

The meeting was called to order by Eric Eisenberg.

2. Committee Members –

Sandy Bradley, San Pedro Chamber of Commerce

Vincent DiMeglio, Property Owner *

√ Eric Eisenberg, Renaissance Group *

√ Jacob Eisenberg, Renaissance Group

√ Valerie Goodman, SPPOA

√ Warren Gunter, Property Owner

Alan Johnson, Jerico Development *

Liz Schindler Johnson, Grand Vision Foundation

√ Stephen Robbins, SPPOA *

Andrew Silber, The Whale & Ale

Camilla Townsend, POLA High School *

Morris Warschaw, Property Owner *

√ Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – December 17, 2013. 10:00 AM Open Session.

Item tabled due to a lack of a quorum.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown

Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Michael Gatanz shared that People's Yoga hosted a New Year's Eve Party and over 100 people attended. Most of the guests were from out of the area. He also shared that Contra Dancing is coming to San Pedro on February 16 at 4pm.

Linda Grimes shared that the What A Pair Fundraiser will be happening on Friday, March 28 at 6pm at the Croatian Cultural Center. They are looking for photographers to sell their work at the event, half of the proceeds would go to the charity.

5. OLD BUSINESS

- 5.1 Update on projection equipment for the Warner Grand Theatre & future plans – Jacob Eisenberg

Update tabled.

- 5.2 Broker Open House & Trolley Tour

PBID is waiting for renovations to be completed at 222 W. 6th Street. An update will be provided at the next marketing meeting.

6. NEW BUSINESS

ACTION ITEMS

- 6.1 None

NON-ACTION ITEMS

- 6.2 2014 PBID Marketing Budget – Discussion & Implementation Timeline

Marketing Director Valerie Goodman gave a presentation on 2014 marketing projects. Highlights included expanding social media outreach, implementing an e-newsletter and a District entertainment advertising campaign.

7. UPDATES

- 7.1 None

8. NEXT REGULAR MEETING – February 18, 2014

9. ADJOURNMENT

The meeting was adjourned at 11:20 AM.